



4-STEP SYNTHESIS GUIDE

This worksheet will guide you through synthesizing what you've observed into patterns and themes. Then, you can identify opportunities and prioritize the most promising to pursue. Grab your team, a wall, and plenty of Post-its and Sharpies to start.

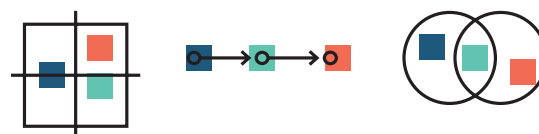
- 1 **DEBRIEF & COLLECT INPUTS** from your observation and empathy activities. From what you did to [Understand People](#), start writing down on post-its what you found interesting, surprising about people you met, competition, and analogies that inspired you. What are the best quotes? What do you see in the market? Get everything onto Post-its and onto a wall from all types of inputs.



- 2 **MAKE CLUSTERS & THEMES** from your inputs. Now sort, group, and cluster your post-its based on things they have in common. Themes will begin to emerge from clusters of related observations and information.



- 3 **FIND OPPORTUNITIES** within the clusters and themes. These are places you see potential to create value for people now that you know more about what they need. It can be helpful to use frameworks to cluster themes into 2x2s, Venn Diagrams, Maps or Journeys. These diagrams can help you visualize gaps in the market that expose opportunities.



- 4 **PRIORITIZE OPPORTUNITIES** to evaluate which ones you should pursue. Assess opportunities from the lenses of desirability, feasibility and viability to evaluate which could have the biggest impact.

